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MEDIA STATEMENT

RIGHTLIGHT WEBSITE – A WINNER!

The Government's launch of the RightLight Website www.rightlight.govt.nz is welcomed by the industry. It contains plenty of good, independently sourced, advice about good lighting practice for both the domestic and the business consumer. It is couched in terms the interested browser will comprehend and allows good decisions to be made before the purchaser buys the product.

The RightLight website follows in the footsteps of other sites such as Sorted, where the visitor can be confident that the advice given is from expert and – importantly - independent sources.

It is also being well supported with RightLight Brand advertising campaign on television and featuring in news and magazine style programmes on TV and Radio.

Lighting Council New Zealand believes this sort of activity by the Government provides a much better return for public money than the previous practice of subsidising low energy products at retail level. Subsidy programmes inevitably distort the natural market and are by their very nature unsustainable for any length of time. This leads to a regression when subsidies are removed with the resultant customer disaffection with the products concerned.

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